



## 2022-23 Annual Priorities Update

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# Annual Priority 1. Develop wrap-around services to provide for our students' basic needs in completing their academic goals at the college. (Goal I. G)

## Finance and Administration

Human Resources

We help departments with meeting their needs with hiring employees.

Marketing & Communications

MARCOM Internal Communications Goal: Focusing on continuous improvement of digital communications and resources (training, tools, Chatbot, campus TVs, website, CRM, etc.) Description: Utilize the current digital media available as well as research and implement new digital media in order to better communicate with current and prospective students, employees, and the community.

Enrollment Systems

I have worked with the admission office, IR, and CREW to capture this data on the admission application and provide automated messaging as well as the appropriate person or department a list of students who have identified needing assistance with services so staff can connect with them earlier in the enrollment process to provide awareness of the services provided.

Marketing & Communications

- Implemented a marketing plan for the new TRIO Educational Opportunity Center including brochures, flyers, website, and paid advertising (\$13,000)
- Grant funded four new full-time positions
- Developed a recruitment plan to target potential students and families through direct mail, billboard ads, radio spots, and other media sources
- Established relationships with local community groups to provide support services for TRIO participants
- Spearheaded the coordination of all admissions activities, including registration, orientations and information sessions.
- Conducted outreach - Implemented a \$41,000 paid advertising/marketing plan for the Reskilling grant including automated emails for Financial Aid to send to applicants.
- Grant funded - Completed a successful Adult Education & Literacy marketing campaign (\$3,800)
- Grant funded - Currently, working with Title V grant administrators to design and install new signage on campus in English and Spanish.
- Partnered with the new CREW department on branding and publicity on campus including a newsletter header & footer, social media posts, and publicity on the website; Also, created a new campus resource map for students to easily find where to go to get specific resources
- Continued work on the website with CREW to better communicate the resources available on our campus and off

campus. MARCOM has also worked on CREW's branding including new photos, the campus resource guide, and resource section on the weekly 411.

- Highlighting resources weekly on social media that may be overlooked like the Counseling Center and suicide prevention awareness month as well as services like the shuttles and bus passes.

- More collaboration with student service programs like Success Coach Services, CREW, and AEL increase awareness of academic and support resources.

## Instruction and Student Engagement

### Center for Teaching and Learning

- Increased number of workshops, which included support services and campus resources topics and garnered a total of 45 attendees for five sessions.
- Cross training of 50 peer leaders to increase access and knowledge of campus resources.
- Brightspace Orientation Shell 24/7 availability for student use with list all services on campus.
- 24/7 Academic Support and Tutoring either on campus or through Smarthinking.
- Through the Institutional Resilience Grant provide laptops, cameras, and hotspots to students in need.

### Instructional Design and Innovation.

We offer laptops and other technology for students to rent so they can complete course work even if they don't own a computer.

### AEL

We help students get college ready, having classes that hopefully students will pass developmental classes, understand study and time management, help students already be familiar with campus services when they start college classes.

### ESEC

We have used student peer leaders. Provided face-to-face advising and check-ins throughout the semester. Incorporated the use of student support success teams (advisors & coaches).

### Educational Partnerships

We have reached out to students prior and during the semester to check in with students to let them know that we are supporting them in their courses and that they have additional support in us and other departments if needed.

### Student Counseling Center

There are snacks and water bottles in our lobby for students to take. We also are one of the three locations on campus that students can request MAC bucks to get a meal.

### Library

The KIC scanner, introduction of audiobooks, and newly-developing collection of graphic novels all serve to make the library more accessible to students. The same goes for interlibrary loan, Texshare cards, and e-resources giving more opportunities for students to find the resources they need.

### Student Engagement

Student Engagement staff, and specifically the staff funded by the Basic Needs grant, focus on engaging new students regarding resources, then striving to maintain a primary presence in their lives in their first semester. Emphasis is placed on connecting students to resources, and within Student Engagement, this means constant messaging about critical, no-cost help from Testing

Services, the Student Life Center, the Success Coaches, the Advising Specialists, the Career Services staff, and more. The direct conversations are about hunger, shelter, mental health, transportation to the college and around town, childcare, academic help, fun on campus, peer mentoring, places to go while not in class, degree planning, life planning, participation in our food pantry and our Shepherd's Heart distribution, connecting to social service agencies, getting free legal help, investing in new relationships with faculty to build better student outcomes, and much more. First-semester students are at higher risk, and the investment of staff and resources in building student relationships is critical to our students staying for a second semester. There is no substitute for working to create a sense of belonging and helping students develop a support system for themselves as fast as possible.

Instructional Design and Innovation

Review online courses for quality. Work with professors, supervisors and deans to make sure we are creating quality courses.

RSVP

RSVP provides daily outreach into the community by supporting resources to students through volunteer staff in food pantries, Habitat homes, tax aide assistance, Meals on Wheels for family members, Veteran assistance, Hospice and many other sites that support our communities. RSVP also provides student intern placements in our offices that give real time experiences to develop skills in social work, mental health, counseling services, educational mentoring, professional writing and public relations. RSVP develops and hosts community events such as health fairs and various trainings to address workforce and professional development, human interest workshops and programs that meet individual and family issues. Finally, RSVP serves as a training site for low-income older individuals seeking employment through the AARP Foundation, a national program to assist senior adults re-enter the workforce after experiencing a life altering event such as the death of a spouse.

Human Services & Education

Provide child care (limited basis) for MCC students Distribution point to provide snacks through CREW RSVP volunteers work with Shepherd's Heart for monthly food distribution

CREW

Our team has created an intake guide to ensure all areas of basic needs are addressed with each student that is referred to the program. After being referred or helped with resources, students are followed up with and effectiveness is now being tracked through a qualtrics program. Additionally, we are looking to implement a self-assessment for students utilizing Paulanne's Pantry in order to determine if additional needs are present.

Continuing Education

Our students have been able to register for and complete courses without fear of affecting their GPA because our courses are for CEUs. We are able to offer a variety of continuing education options both online and in person for those who are not ready to attend college or are not interested at the time. Some of whom later attend college in order to obtain a degree.

Continuing Education - Community Health

Our department works closely with AEL and by doing so we are able to collaborate and serve our students better by providing

	education at little to no cost with AELs assistance. Our students are able to get certifications, better paying jobs, and help the workforce. Once they achieve their certifications we help guide them to continue their education.
Engineering	Leverage tutoring and supplemental instruction. Provide set times for students to get help on homework. Continue to leverage Slack to ensure students are connected, regardless of class delivery method (online, Hyflex, face-to-face, etc.). Start advising efforts early. Incorporate advising as part of the Intro to Engineering course.
Library Services	In the course of presenting to classes on the Learning Commons, I mention the technology lending that is funded by the Institutional Resiliency Grant as well as mention the laptops that we have available for use in the Learning Commons during our ample operating hours. I constantly keep myself informed of what is going on around campus that support students, so that I can direct someone to the service if the need arises. I keep informed by reading the CREW emails sent out by Shanna Rogers and by reading the Highlander 411 emails. Recently I helped fulfill a request for some CE students to use our study rooms to attend zoom classes when their Medication Aide class had to move online. We don't allow recurring room reservations as a rule, but were authorized to make this exception for the students at the instructor's request.
Center for Teaching and Learning	In regard to this goal, IDI works extremely closely with the Education department. They built an Apprenticeship that is beginning this summer. Apprentices work in daycares to work towards their child development associate. Apprentices will submit evidence and prove they're qualified and understand the NAEYC competencies. Our department worked hard in creating a course shell designed for the learner to submit evidence in all competencies. The course is designed in a way for students and mentor teachers to easily keep track of their progress. By developing this course shell, we were able to help the department save thousands of dollars and use an LMS system that is consistent with all classes at the college. Students will be able to submit their evidence from anywhere.
Social and Behavioral Sciences Division	I acquainted myself with the different services offered students throughout the campus. When students visit with me and are in need of assistance I referred them to the proper office for the assistance needed. When possible, and if I have the information needed, I assist these students in completing their academic goals.
Social Science/Anthropology	I maintain contact with my students and help students as needed with problem solving and referral to available support services. I check in on them if they are falling behind in work to help with a plan for catching up with missed work. I educate and maintain awareness of the importance of good time management skills...and teach these skills as needed.
Visual and Performing Arts	Hearts in the Arts Student Emergency Fund available each year through Foundation Academic Advising done "in-house" by Division Chair, Area Coordinators and Program Director conduct

	Majors meetings at the beginning of each semester for the areas of Music, Music Industry and Theatre.
Supplemental Instruction	Cross training all peer leaders to understand and recognize student needs, campus resources, and how to connect them
Visual and Performing Arts	Built-in tutors for some Music classes, in-house advising for all VPA majors, VPA specific Learning Framework course
Social and Behavioral Sciences Division (Chair)	<ol style="list-style-type: none"> <li>1. When students contact me wanting to get into closed classes, I make sure they have been properly advised and following their degree plans before overriding any closed classes.</li> <li>2. I take time to visit with each students to provide a welcoming atmosphere. It's surprising how many students will contact me to solve future scheduling issues.</li> </ol>
Continuing Education	Every time a person comes in my office and even has someone with them, I reach out by listening to their needs and help in any way I can for all of our Students/Families basic needs in completing their academic goals at MCC by giving out the website regarding classes interested in. For instance a girl came to speak to Community Health regarding Certified Nurse Aide classes and before she walked away she stated that He is interested in Radiology or Physical Therapy classes. So I asked him if he would like information on both programs and that they would have a contact person for him to ask more specific questions. He was thrilled to get this as he said he has been wanting to do this for a long time but nervous. When the young lady came out and he showed her the paperwork he had received on each program, both were so happy and delighted. To me this is meeting students basic needs and giving them the steps to make decisions toward their academic goals at MCC.

## President

Diversity, Equity, & Inclusion	When meeting with students to address accommodations needs, conduct issues, or Title IX referrals, additional challenges the student is facing are sometimes shared. We refer students to Campus Resources Education Web to assist with food, housing, or other basic security needs.
Resource Development	Resource Development worked with the Project Director of Student Resources to apply to United Way-McLennan County Emergency Food and Shelter Program. MCC will be receiving a \$5,000 annual grant to supplement the college's food pantry.
Office of Institutional Research & Effectiveness	Improved and strengthened procedures to ensure that SEP students receive increased levels of transportation, childcare, and textbook support that is proportional to their actual need to help them complete workforce certificates and degrees at the college.
Program Review, Planning, and Assessment	Funding the Support and Empowerment Program of \$152,000, through the Perkins Basic Grant, to assist 60+ workforce students a month with transportation, childcare, and required textbooks.

## Student Counseling Center

During the Spring Semester the Student Counseling Center was able to offer a parenting education and support group providing researched based curriculum, Circle of Security Parenting, based on attachment theory while also providing opportunity for student parents to process and share about their parenting experiences. I am currently in the processing of completing the training requirements to be an EMDR trained therapist. EMDR is a research backed treatment modality designed to help bring relief to people who suffer from PTSD and or have experienced trauma in their lives. Additionally, this semester I have completed a training course on another treatment modality IPSRT designed specifically to support the needs of individuals who meet the diagnostic criteria for Unipolar and Bipolar Mood Disorders. I have contributed to Care Team both through providing case management support to students as supporting needs of the program to ensure optimal outreach and ethical practice.

## Annual Priority 2: Improve student awareness and utilization of academic and support resources both on campus and in the community. (Goal II. B)

### Finance and Administration

#### Marketing & Communications

Developing a student-centric college website centered on current and prospective students' needs while researching, enrolling, and matriculating to MCC. Description: Collaborate with departments directly involved in the enrollment process from prospects to fully-enrolled students as well as colleagues involved in all current student needs while enrolled in the institution. Improve student awareness of academic and support resources both on campus and in the community. Description: MARCOM will collaborate with student service programs like Success Coach Services, CREW, and AEL to increase awareness of academic and support resources.

#### Enrollment Systems

I have created automated messaging to both prospective students and applicants in our CRM that provides awareness of resources available. I support departments in the utilization of our texting platform to also bring awareness of these resources to students and the campus community.

#### Marketing & Communications

- Implemented a new Business Employee Assistance program with Amazon, the City of Waco, and Texas Farm Bureau, and working on 5-6 other local employers interested in the program.
- Designed and installed several campus signs welcoming visitors to campus and directed them with a QR code to be added to our For Info Request list.
- Implemented new social media campaign called "I'm Accepted" for those future students who have signed Letters of Intent to attend in the Fall 2023.
- Implemented the "I LOVE MCC" yard sign campaign for employees and friends of the college including local businesses, which also received mini Macs, pennant, and information about MCC like Important Date cards and Athletic schedules.
- Completed a successful Alternative Teacher Certification advertising campaign for \$9,000.
- Grant funded - Currently, in process to implement new design for MCC website; Projected to launch in June 2023.
- Partnered with local videographers to create 6 new TV commercials advertising the entire college while incorporating students from all over campus and from various workforce programs and transfer courses
- Currently, working on campus TV project to reinstate messaging on 8-10 TVs on campus, which are not functioning due to antiquated equipment.
- Currently, working on designing and installing an outdoor bulletin board for students to communicate with one another.
- Continuing advertising and publicity for the Highlander Restart program, which receives several applications each week and (as of Feb. 2023) has 166 students enrolled, 255 students had used the program to return to MCC, 25 students have completed the program and graduated, and \$60,013 has been collected for outstanding balance since implementation of the program.
- Currently, working with IT on updating and repairing the Staff Directory on the MCC website. - Completed successfully updating the Degree Plans on

the website to point to a search page in order to make it easier for students to find their specific degree plan.

- Improved student awareness of academic and support resources by updating and tweaking social media graphics and sharing posts about campus resources from and to all MCC's social media platforms.
- Revised the Advisor Guide online to be more concise and easier for students to navigate.
- Updated the Become A Student pages for new students and transient students to make it easier to follow in a logical sequence and with concise information.
- Increase highlighting and raising awareness on resources often overlooked like the Counseling Center in September, which is Suicide Prevention Month, and Academic Support workshops, on social media, 411, website, and flyers.
- Continued free publicity for all MCC events including Visual & Performing Arts, Student Engagement events, athletic games and events, special events, lectures, workshops, and general admission events internally and externally.
- Led the implementation of new branding and marketing campaigns as defined by the rebranding project of 2022 with World Design Media (WDM).
- Revamped the Early Advising Reminder messages, incorporated this info more often in the 411 and general publicity for our current students.
- Revised content and structure of the Advisor Guide on the website to be more concise and easier to navigate.
- Started distributing MCC artwork, swag, schedule cards, and information to local businesses to display
- Worked with UC partners to develop a transfer scholarship that integrates into MCC's registration process.
- Focus on enrollment strategies by partnering with local businesses with tuition reimbursement programs or programs to help their employees enroll in college.

## Instruction and Student Engagement

Center for Teaching and Learning

- Student workshops and joint advertising across departments
- Data shows increased use of SI for Fall over spring at approximately 1.75%.
- New HESI test prep created in conjunction with Health Professions and preliminary conversations with HP advisors
- All shells are provided with a Student Resource package that contains links to student services across campus.
- Classroom presentations over the Learning Commons.

Instructional Design and Innovation.

Make sure to include appropriate information on student resources within the syllabus, this is something that every student will see. Also, collaborate with departments when an announcement is needed to be made on Brightspace.

AEL

We have new AEL students go on a campus tour and a library tour when they start our program. If also help students with resources such as transportation and other services

ESEC

We have provided needed assistance with food, transportation, and other resources.

Educational Partnerships

With reaching out to students, there have been some that were not aware of the resources they have access to as dual credit students.

Reaching out has allowed us to bring additional support to the students in either success coaches, tutoring, or more.

Library

The marrying of AST, the reference librarians, and the information desk has made us all more aware of the services that each branch provides and in turn helps us communicate to the students the resources available from each department. In my position, I also regularly communicate with several different departments outside of the LTC such as CREW and financial aid as well as student-run organizations like the Gender and Sexualities Alliance.

Student Engagement

Our Basic Needs Team, CREW (Campus Resources Education Web) strives to ensure every MCC student who wants an education can receive one without being hindered by basic needs insecurities. In order to achieve this, we have 1) set up a monthly newsletter that details on-campus and off-campus resources available to students, as well as upcoming events from community resources (communicating with students, faculty, and staff about services, CORE FEATURES) (increase awareness and utilization of resources, GOAL 3), 2) changed the design of Paulanne's Pantry in order to accommodate increased utilization by students (connecting students to resources, CORE FEATURES) (strengthen and expand resources, GOAL 1), 3) set up the Third Thursday Thoroughfare (TTT) , where 2-3 community resources come to campus to discuss their services with students (connecting students to resources, CORE FEATURES) (strengthen and expand resources, GOAL 1), 4) worked with our Foundation to set up and expand Grab-N-Go snack stations across campus. (connecting students to resources, CORE FEATURES) (strengthen and expand resources, GOAL 1), 5) worked to create a campus map with all of the resources on campus and their designated locations (connecting students to resources, CORE FEATURES) (increase awareness and utilization of resources, GOAL 3), 6) completed trainings to become a recognized Community Partner with HHSC to better assist students with eligible resources through the State of Texas (training faculty and staff on how to offer assistance, CORE FEATURES), 7) grew relationships with community partners (currently working with over 30 community partners) in an effort to create a direct link for students to receive services. (connecting students to resources, CORE FEATURES) (strengthen and expand resources, GOAL 1), 8) developed a process to assist students engaged with MCC campus police after hours. (connecting students to resources, CORE FEATURES) (increase awareness and utilization of resources, GOAL 3), 9) applied for and received assistance to help with food costs for TTT, and continue to look at opportunities for additional funding to expand Grab- N-Go stations, secure meal vouchers, and assist with Paulanne's Pantry. (making the local community aware, CORE FEATURES) (strengthen and expand resources, GOAL 1), 10) worked with Waco Transit to secure reliable public transportation for students from Main Campus to Highlander Ranch (connecting students to resources, CORE FEATURES) (strengthen and expand resources, GOAL 1), 11) worked with Student Life to have resource fairs on campus and to increase the flow of resources coming onto campus to meet with students through the Rotating Resource Room. (connecting students to resources, CORE FEATURES) (strengthen and expand resources, GOAL 1), 12) worked with Success Coaching Services to create wrap-around services for students who have basic needs insecurities and academic needs. (proactively

identifying students, CORE FEATURES) (support students' social, emotional, and academic needs, GOAL 2), 13) worked to create relationships for volunteers from MCC, Tarleton and RSVP. (reducing stigma, CORE FEATURES) (increase awareness and utilization of resources, GOAL 3), and 14) set up a communication protocol to reach students which includes a monthly newsletter, texts, emails, flyers, social media accounts, BrightSpace, and sending information through faculty, staff and shuttle drivers. (communicating with students, faculty, and staff about services, CORE FEATURES) (increase awareness and utilization of resources GOAL 3). We have been able to make more students aware of the resources on campus. Through the free snack stations, we are hoping to reduce stigma around using resources and hope this will normalize the use of resources for students. The FA22 semester was our first opportunity to test these ideas and programs. We continue to track student usage (on all programs except the free snack stations).

Instructional Design and Innovation	Begin work on videos for student services. Research into new technologies such as online student communities and Artificial Intelligence.
RSVP	RSVP works closely with MCC staff to identify resources and shares this information with students in need. In addition, RSVP students develop resources for MCC as part of their internship goals and class requirements to serve in our program.
Human Services & Education	Include tour of services in Learning Framework courses refer students to Success Coaches as needed
CREW	Our team puts out a monthly resource newsletter about resources on and off campus. We had our first Third Thursday Thoroughfare wherein resources were brought onto campus for students to access. In September, over 20 resources attended a fair to discuss services with students. We utilize social media, text messaging, emails, and flyers to inform students about supports, events, and resources that can assist in getting their basic needs and college needs met.
Continuing Education	Our department receives not just our calls but also calls that need directing back across campus, as students are sometimes unsure as to who they really need to speak with. This includes students that require academic advice, counseling services, Paula's Pantry help, and other programs. We aim to ensure that they receive the necessary information from us by delivering information from our website. Lastly, we aim to connect the students with the appropriate department or company if it is outside of our campus.
Continuing Education - Community Health	We post all the resources the campus offers on a flyer our classrooms and we also have the Heart of Texas Resource Guide that we keep for them to look up Central Texas resources and contacts for outside assistance.,
Engineering	Provide information to students about opportunities for counseling, food bank, etc. Work with faculty and students to find balance between work and life. Provide proactive positive support for non-traditional students through flexible course offerings and sensitivity to student and faculty limitations and needs.
Library Services	Through the Learning Commons workshop series and our Learning Commons presentations, in the last few weeks I have helped build student awareness of library services, tutoring services, tech support services, and CREW services.

Center for Teaching and Learning	In regard to this goal, we've been helping AST throughout the 2022-2023 academic school year in regards to training them to use digital tools like Google, Youtube, Yuja. By doing so, we are helping AST build their awareness to the college and community. With help from us, they were able to start a YouTube page where they plan to post helpful videos from our own faculty or from their own staff.
Social and Behavioral Sciences Division	An extension of Goal I.G. Instructors post announcements regarding our resources on Brightspace for better student awareness. I encouraged my faculty members to acquaint themselves with the academic and support services offered through MCC. For community services and assistance, we refer students to advising for those outlets.
Social Science/Anthropology	I pass on notices as recommended. I refer students when needed or help them with navigating community services and resources.
Visual and Performing Arts	Partner with Katie Vise and Starlen Roddy for monthly Stress Support groups for VPA students
Student Counseling Center	I often have the opportunity to educate students about the many services and support resources that MCC offers including support through CREW, SEP, Paulanne's Pantry, success coaching, DEI and accommodations, MCC weight room and athletic facilities, as well as the beautiful campus. I have taken part in the MCC Resource Fair as well as the Highlander Games in the Spring Semester of 2033.
Supplemental Instruction	Revamping AST website, advertising SI to faculty, Learning Commons class visit, peer leader shared training
Visual and Performing Arts	Working with DEI office to schedule weekly stress management sessions for majors.
Social and Behavioral Sciences Division (Chair)	<ol style="list-style-type: none"> <li>1. I make sure instructors in the our Division have the most current information regarding support services for students on and off our campus.</li> <li>2. At times, I come across students who are embarrassed to ask for help; I make sure they understand that we offer a "hand up" instead of a "hand out." There is no shame in asking for assistance.</li> </ol>
Continuing Education	Student awareness and utilization of academic and support resources both on campus and in the community is for me to always be prepared to answer questions and have phone numbers for the individual(s) to have the contacts needed to bring them to MCC. Giving information for the Highlander Central office 254-299-8622 to start with or if Advising and Career Services needed then 254-299-8614. If a Veteran is needing to speak to the Veteran Specialist Felix in the Financial Aid Office and offering the phone number 254-299-8432. Then when I get to work I will call Felix and let him know that someone will be calling him that I met outside of MCC. This is also how I work at my desk also to answer or call while they are at my desk and sometimes call the shuttle after making an appointment for them to be seen in the department seeking support resources. I have done this multiple times outside of MCC by people asking me questions about MCC because of my MCC Shirt worn.
Health Science-Occupational Therapy Assistant Program	Arranged for library sessions in at the beginning of the semester through orientation and in two courses offered during the semester.. Guest speakers are also invited to the student new student orientation from various departments, provide information regarding available resources on campus.
Educational Partnerships	We created Academic posters for the high school campuses that include a QR code to the resources page. Students can easily view all the campus

	has to offer. The dual credit office has text campaigns to check in with our students on how they are doing. When students indicate they are struggling, we refer them to a success coach.
Science	Remind students in class about various resources available on campus, and offer SI for students in classes.
Arts and Sciences	We have increased the number of courses and sections that utilize Supplemental Instruction. These include Gateway courses (e.g. ENGL 1301, MATH 1314) and courses that traditionally have high attrition/low success rates (CHEM 1411, BIOL 1406, BIOL 2401). Supplemental instruction also has been expanded into courses previously not served by Supplemental Instruction, such as PHIL, HIST, and ENVR.

## President

Diversity, Equity, & Inclusion	Similar to the above response, we also discuss and promote additional resources on campus and where applicable, the community that may help our students.
Student Counseling Center	We were able to attend the resource fairs for students that was held on campus. We participated in Highlander Games Day.
Program Review, Planning, and Assessment	Funding through the Perkins Basic Grant of 7,500 for marketing materials highlighting workforce programs and the career opportunities they can make possible via brochures, posters and retractable banner for recruitment events.
Institutional Research & Effectiveness	Through surveys such as the student satisfaction survey and needs assessments we can determine if students are aware of the academic and support resources available. We also work with CREW to track the referrals of students to on-campus and off-campus resources.

## Annual Priority 3: Strengthen dual credit partnerships for increased student success. (Goal III. A)

### Finance and Administration

Instructional Design and Innovation	PGP Course review for dual credit courses online. Provide help with finding and integrating instructional applications into Brightspace.
Marketing & Communications	Lead the implementation of new branding and marketing campaigns as defined by the rebranding project of 2022 with World Design Media (WDM). Description: MARCOM will take the lead in collaborating with an external contractor on rebranding the college and implementing strategies for communicating the institutional brand. Focus on enrollment and retention strategies through internal & external partnerships. Description: Research and connect with internal and external partners in order to implement enrollment management strategies to increase enrollment.
Enrollment Systems	I have worked with our dual credit department to help collect data and automate messaging to prospective and dual credit students in our CRM. I also provide support to the dual credit office with our texting platform and how they engage with dual credit students via text messaging.
Marketing & Communications	<ul style="list-style-type: none"> <li>- Partnered with Admissions &amp; Recruiting and Enrollment Strategies to mail 3,200 postcards to current Juniors in McLennan county with information about dual credit and attending MCC in Fall 2024.</li> <li>- Designed and printed new High School Pathways posters for dual credit recruiters to take to area high schools. - In the process of developing and implementing a streamlined communication process for sending high schools information for parents and students about attending MCC and other important college-registration information.</li> <li>- Redesigned the High School Pathways website and updated the University Center's website.</li> <li>- Research, plan, and implement unconventional and new ways of reaching our target audiences including prospective students (18-24; 25+), current students, and parents.</li> <li>- Continued work with Educational Partnerships on their website and printed materials.</li> <li>- Developed messaging to send to all ISDs to communicate to their students and parents at least once a month on important college deadlines (scholarship, FAFSA, etc.) as well as dual credit registration.</li> </ul>

### Instruction and Student Engagement

Center for Teaching and Learning	<ul style="list-style-type: none"> <li>• PD has arranged for closed PD sessions for Education Partners (Dual Credit) in the topics of Campus Safety, Risk Management, Tabletop Discussion, and DISC training this fall 2022 semester.</li> <li>• Instructional Technologist has provided F2F training at the high schools and phone/zoom support to the instructors at the schools.</li> <li>• Through the Institutional Resilience Grant provide laptops, cameras, and hotspots to dual credit students in need.</li> <li>• Planned, scheduled and advertised scholarship essay workshop with the dual credit office.</li> </ul>
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Instructional Design and Innovation.	I have been working with the Dual Credit department to find a quicker and more efficient way to get grades to them on our dual credit students so that they can reach out to those students if they are needing extra support.
ESEC	Met and developed strategies with WISD administrators to develop curriculum completion.
Educational Partnerships	With reaching out to students and counselors on a regular basis, this allows us to keep a strong connection with the schools we work with.
Library	We have had many dual credit students utilize our study spaces.
RSVP	RSVP works daily to develop relationships and partnerships through volunteer mentoring programs in area schools.
Human Services & Education	Provide Learning Framework courses to Dual Credit students
CREW	My team does not work with schools for the purpose of dual credit education. We do work with dual credit students for needed resources. Additionally, I would like to create partnerships with staff at high schools who are aware of students with low support, but planning to attend MCC. This would allow us to reach the students as they enter college and make sure their basic needs are addressed.
Continuing Education	We are currently in the process of building newer relationships with schools across the county to see as to what our department can offer in regards to being considered dual-credit.
Continuing Education - Community Health	I email all the surrounding High Schools quarterly to let them know our offerings and what certifications we can provide to their students to help them achieve their pathways. We try to reach those smaller schools as well that don't always have the same opportunities some of the larger schools do. I have also made it a priority to try to attend all the high school career fairs to help get these options in students hands.
Engineering	No restrictions on dual credit enrollment. Limiting factor is usually credit for College Algebra.
Social and Behavioral Sciences Division	We have an excellent working relationship with our Pathways program. We normally schedule 45-50 dual credit classes each fall and spring semesters. We try to strike a balance between online and face-to-face classes. We staff these classes with our division faculty, or internally with ISD personnel qualified to teach at a college level. We are being asked for additional dual credit classes each semester and we do the best we can to serve these students with the resources we have.
Social Science/Anthropology	I am in the process of recommending that anthropology be added to dual credit options. If these courses are added then I will assist with outreach to high school educators and how these courses will benefit dual credit students.
Supplemental Instruction	AST has worked with Londa to tailor workshops and responded to DC requests for support
Visual and Performing Arts	Currently have dual credit students participating in performing ensembles.
Social and Behavioral Sciences Division (Chair)	<ol style="list-style-type: none"> <li>1. I always try to accommodate requests for scheduling dual credit classes. We can always staff the class a little later, but scheduling the class is the first step in increasing student success.</li> <li>2. We always receive request for certain instructors; I do my best to accommodate that request and at the same time maintain a pool of well trained part time instructors.</li> </ol>
Continuing Education	My nephew is going to be entering the Master's program next year at Texas State all because of dual credit classes taken at MCC. He will be finishing his Bachelor's from Texas State in December of 2023 and not 21 yet. The dual credit

partnerships is outstanding and the Information that I give interested parents or pre-student's of dual credit comes from knowing how outstanding and helpful this Department is.

Educational Partnerships

We are finding new ways to visit the high school campuses. In both the spring and fall, we sent representatives out to several high school campuses to help with the registration process.

Library Services - Rachel Kramer (Research Librarian & Dual Credit Librarian)

In Fall 2023, I began an intensive outreach campaign to visit as many of our dual credit partner schools as possible to provide a Learning Commons Orientation. This orientation was designed to familiarize dual credit students with the resources provided by the three departments that make up the Learning Commons: Library Services, Academic Support & Tutoring, and Tech Support. These orientations begin with a fun true-or-false quiz to test students' knowledge about the Learning Commons and generate conversation. Students also get a chance to test out the different virtual help options, including 24/7 Chat With a Librarian, Text A Librarian, Zoom Tutoring, and SmarThinking Tutoring. Students also received a folder with printed materials that they could refer back to over the course of the school year. In Fall 2022, I gave in-person orientations to 11 out of 29 schools (38%) and reached hundreds of students - more than has ever been done before. This Spring, I am working on a virtual version of the orientation (collaborating with IDI) to disseminate to schools who are unable to schedule an in-person orientation. Between the virtual and in-person orientations, we hope to reach 100% of our dual credit students in Fall 2023.

Educational Partnerships

Educational Partnerships strategically embedded University Center information into dual credit materials and processes to identify to students, parents, and ISD partners the potential clear path to a bachelor degree from dual credit, to an MCC credential, and then to a University Center partner. The materials and processes include the dual credit website, dual credit handouts and flyers, the on-demand information session used in dual credit recruiting, shared representation at college fairs, and purposeful discussion of University Center options during dual credit advising. In addition, for the Annual Counselor Workshop, selected MCC programs and the corresponding University Center partner program were paired in hands-on breakout sessions to increase area counselors' knowledge of specific, local pathways to a bachelor degree. To further strengthen dual credit partnerships, the dual credit advising process was updated and streamlined to become less of a barrier to registration and to provide more time for one-on-one advising with students who need a personal conversation with an advisor. Finally, Educational Partnerships promoted on-campus events to dual credit students more than in the past, which increased dual credit participation in events such as the Transfer Fair and Highlander Games. Our new event, Grad Bash, a joint effort with Records & Registration, saw significant participation by dual credit students and partners, including one area superintendent. Events such as these expose the students to the participating departments, including many support service areas, but they also serve to increase the sense of connection to MCC for the students and our district partners. Our office also implemented a change that may be small but has great meaning to us. Each district with a student who earned an associate degree before a high school diploma received a framed certificate identifying MCC, the partner school district, and the names of the graduates. Our hope is the frame will be displayed in the high school building to further strengthen that sense of connection between our schools. At the bottom, the certificate includes

the logos of both schools and the words, “A Partnership Transforming Lives & Communities.”

## President

Diversity, Equity, & Inclusion

We continue to work with our High School Pathways staff, dual credit students, and their parents with the process for accessing reasonable accommodations for their dual credit courses. Accommodations are intended to remove any barriers to performance that are not equitable. Assisting these students with addressing any of these barriers in their dual credit classes can ultimately play a part in their ability to be successful.

Program Review, Planning, and Assessment

Funding through the Perkins Basic Grant of 7,500 for marketing materials highlighting workforce programs and the career opportunities they can make possible via brochures, posters and retractable banner for recruitment events.

Institutional Research & Effectiveness

Provide the dual credit department with student success data and reports.

## Annual Priority 4: Increase student enrollment in all categories and demographics through the Strategic Enrollment Plan and committees. (Goal IV. A)

### Finance and Administration

**Marketing & Communications** Focus on enrollment and retention strategies through internal & external partnerships. Description: Research and connect with internal and external partners in order to implement enrollment management strategies to increase enrollment. Develop student-centric college website centered on current and prospective students' needs while researching, enrolling, and matriculating to MCC. Description: Collaborate with departments directly involved in the enrollment process from prospects to fully-enrolled students as well as colleagues involved in all current student needs while enrolled in the institution. Utilize advertising on new digital media like LinkedIn, Snapchat, and Tik Tok. Description: Research new ways to connect with current and prospective students to create a pipeline directly to MCC's website and facilities.

**Enrollment Systems** In my role I coordinate efforts in our CRM that help track engagement, communication, and enrollment. I currently serve as co-chair of the Strategic Enrollment Management committee that provides support and coordination of subcommittees that are charged with evaluating Admissions and Recruitment, Finance, Retention, and Research and Growth Opportunities. I also work directly with admissions and recruitment to identify recruitment and marketing strategies, implement those strategies, and track success and engagement in the CRM.

**Marketing & Communications**

- Increased advertising budget from \$152,000 (2021) to \$252,000 (2022).
- Hosted 4 McLennan Scholars and Rising Star Scholarship events in 2022-2023 academic year.
- Implemented a successful rebranding campaign.
- Organized and participated in the Registration Rally in April to encourage current students to get advised and registered now. Also, installed campus yard signs to encourage current students to get advised and registered for the Spring 2023 and Sum/Fall 2023 terms.
- Completed a \$8,000 Computer Information Systems (Cybersecurity) marketing campaign.
- Grant funded - Completed a \$2000 new program (Patient Care Technician) marketing campaign
- Grant funded - Advised the University Center on their marketing buys as well as made buy and completed the campaign (\$16,000).
- Currently, partnering with UC partners on a joint advertising campaign (sharing cost of a \$20,000 campaign). - Completed successful marketing campaign for \$25,000 for McLennan Online
- Grant funded - Partnered with Enrollment Strategies to create drip marketing campaigns in the CRM (Slate) as well as one-off special email campaigns.

- Implemented social media advertising campaign through Motimatic and in partnership with Recruiting and Enrollment strategies to encourage applicants to follow through with the enrollment process. Displayed social media advertising to 8,547 applicants who had not yet registered in Fall 2022 for Spring 2023 with 48 of those registering for classes, but only paying for results for those 48 instead of entire campaign.
- Partnered with Enrollment Strategies and Recruiting to contract with AnswerNet to call a list of people who applied but did not register for a term; Currently, partnering with AnswerNet again for call campaign.
- Implemented more robust public relations plan to increase awareness and visibility of MCC brand and encourage registration.
- Implemented robust Second 8-week course registration advertising and publicity campaigns.
- Completed and currently running Hispanic TV commercials locally as well as social media and Google ads in English and Spanish. - Revised and increased the Early Advising Reminders (email, social media, Highlander Highlights, texts, etc.).
- Partnered with Records, Financial Aid & Business Office to clarify the process for how a student pays for classes, how the registration dates are set, and a better process for collecting that data for the website and important dates communications.
- Partnered with Admissions & Recruiting and Enrollment Strategies to email over 3,500 graduating Seniors in MCC's CRM interest list, congratulating them on graduation and encouraging them to take summer and Fall classes at MCC.
- Continued training new hires with the Highlander Ambassadors' course through the SEM Admissions & Marketing Subcommittee. As a result of combined efforts throughout the Strategic Enrollment departments, we have increased enrollment by 29% at this time (5/9/2023) from last year (5/9/2023).
- Continue implementing new and existing enrollment management and marketing strategies to increase student enrollment. MARCOM has enlisted the help of a digital marketing firm, Motimatic, which is a pay-only-for-results solution. We targeted prospective students who had filled out an application during Summer or Fall of 2022 but had not registered yet. After this campaign, 48 students registered for classes.
- Revamped the Become A Student webpage to make it less confusing for students.
- Distributed yard signs to communicate with current students about getting advised and upcoming registration.
- Implementing a new social media campaign for new students who sign letters of intent from our Scholarship recipients.
- Collaboration with SEM committees and AEL to bridge AEL graduates to MCC degrees & certificates.

#### Financial Aid

After a recommendation from the Strategic Enrollment Management Finance Subcommittee, the Financial Aid Census date was moved from the 4th class day to the 12th class day beginning with the Fall, 2023 semester. This date change, along with a change in transmittal rules, allows for only tuition, fees and books to be transmitted to student accounts up until the 12th class day. On the 12th class day all excess

financial aid funds are then transmitted to students accounts, Previously, students were receiving their financial aid disbursements before the 12th class day, which caused them to owe a large portion of those funds back to the college if they totally withdrew. With this change, students now receive their financial aid disbursement based on the number of hours they are enrolled in on the 12th class day. This is a benefit to both the college and the student.

## Instruction and Student Engagement

Center for Teaching and Learning

- PD's DEI and Workplace Spanish courses support the college goal of increasing enrollment of students in diverse demographics. POD has offered 84 classes this semester. There have been 629 learners. DEI has offered 9 classes this fall semester, with 84 learners. They have 2 more classes this semester. LGBTQ+ has 16 registered, Race & Ethnicity has 17 registered. Workplace Spanish has 20 enrolled this semester and there was a waitlist.
- Provided training to faculty over andragological and accessibility topics.
- Created a podcast discussing student retention and teaching strategies to assist with student success in face-to-face and online courses.

Instructional Design and Innovation.

By assisting professors on a daily basis with any comments, questions, concerns or LTI integrations. All of these things we do for the student to make their online experience the best that it can be.

AEL

We ask all AEL students who enter our program what their career paths are and work goals. We check with the students every 6 months to see where they are on their career and academic goals.

ESEC

Attended multiple recruiting events on the MCC campus and area high schools. Developed flyers, handouts and media to support and attract potential students.

Educational Partnerships

Reaching out to students and counselors on a regular basis, allows us to try and enroll as many students as possible before the start of each semester and ensures that no students are falling through the cracks.

Library

The library and the LTC in general participated in the raffle to encourage student registration.

Human Services & Education

MHSW has piloted on-line advising since the Pandemic

CREW

My team is not part of committees. We do plan to support the Registration Rally for the spring semester. We do encourage students on an individual basis to let them know how supported they are by MCC.

Continuing Education

We increase student enrollment through social media marketing, catalog mail-outs, and events such as expos. Because we have relationships across McLennan County, we are able to serve a wide range of populations while covering a wide range of categories, including but not limited to culinary, computer classes, K9 training, corporate training, Certified Nursing Assistant training, and more.

Continuing Education - Community Health

Increasing our enrollment has been on the upward trend post Covid. Working closely with AEL has definitely helped our enrollment, along with pushing our programs via Social Media. We are also attending all fairs and expos that we can to help get our programs out in the community and workforce.

Engineering

Recruit potential students at local high schools. Maintain relationships with high school counselors and visit classrooms in person where

possible. Increase scholarship endowments. Continue to provide book sale proceeds to the engineering foundation account. Work with MCC Foundation when opportunities arise. Remind alumni of scholarship fund. Encourage enrollment across all demographics. Ensure recruiting efforts reflect the inclusivity of the program. Reflect DEI values in materials.

Center for Teaching and Learning We work closely with faculty to help improve best practices. Whether it is through professional development, online course design, or digital accessibility. When we build relationships with staff, encourage them, and create opportunities for them to expand their knowledge-- they take that knowledge back to their face-to-face and online courses. Throughout the 2022-2023 academic school year, I've worked one on one with over 7 faculty members to improve their digital accessibility in Brightspace. Doing so increases course quality making it so online courses meets the needs of all learners. One professor had an original accessibility percentage of 68%. We were able to improve it to 96%. Even just improving course accessibility by 1% can improve universal design institutionally. This has been known to increase course quality which will improve retention and completion rates.

Social and Behavioral Sciences Division As a division this is difficult goal to meet. However, we deal with students each day in all categories and demographics. Through our contact with students and through our efforts to help them succeed in their goals, our instructors' positive attitudes spread from student to student and through social media. Basically, students recruit other students through "their" positive results in our various classes. Our reputation as instructors is on display every day and we work hard to maintain that positivity.

Social Science/Anthropology Visual and Performing Arts I participate in faculty outreach efforts to new students. Representatives from Music, Theatre and Music Industry are active recruiters in activities such as: Music Major for a Day One Act play adjudication Yearly MCC Piano Competition Newly created MCC Voice competition partnering with Foundation

Visual and Performing Arts Faculty are active in recruiting through offering clinician services to area high schools, adjudicating One Act Play competitions, adjudicating UIL solo and ensemble, hosting Music Major for a Day through Music, transfer and Music Industry Careers (3 times/year).

Social and Behavioral Sciences Division (Chair) 1. We manage our enrollment carefully, adding classes where needed. We always try to accommodate student needs. 2. We treat all students with the same amount of respect. By doing so, we are oblivious to categories and demographics. We concentrate on teaching and stay informed on our subject matter.

Continuing Education I am always keeping this as a priority in my daily work at McLennan Community College. MCC is offering so many ways for Students to have their goals met. Online classes/Hybrid Classes/ Face to face. MCC is always keeping the importance of student enrollment in all categories and demographics including the Strategic Enrollment Plan and having Committees to meet this goal. This will help increase the student enrollment.

Business Programs Division We have scheduled a division Advising Day on Thursday, April 20, 2023, from 1 p.m. to 6 p.m. in the BT building for students enrolled in division programs. Based on old fashion arena registration, faculty will be set up at tables together in the larger classrooms on both floors to advise students for Mini, Summer, and Fall semesters. Student volunteers will

be available to help their fellow students complete their registration if needed. It will also be a social gathering where everyone can get to know each other and enjoy some pizza.

Workforce Public Service

- Business and ESEC held open houses to provide opportunities for faculty to engage with student and industry.
- The Business area provided onsite registration. Programs continue to be active in school district events and community fairs.
- Ongoing work of our Alternative Teacher Program to develop earn as you learn opportunities for school districts paraprofessionals.
- Our EMS program piloted an earn as you learn EMT course with American Medical Response (AMR). AMR hired the non-certified employees and allowed us to train them.
- Partnership with Prosper Waco to provide training through their Upskill Program. We continued to work with Prosper Waco to provide a Medical Certificate for unskilled workers.
- Obtained approval from the Department of Labor for the Early Childhood Education Apprenticeship to create an entry level pathway for students. The initiative involves students, industry, the Local Workforce Board and grant funding from the Texas Workforce Commission. This work seeks to address the lack of quality child care workers in our community. The Alternative Teacher Certification program received a Commendation from the State Board for Educator Certification for Rigorous and Robust Preparation in the area of Principal Surveys in 2021-2022. Principals rated 95% of first-year teachers prepared at MCC as “sufficiently prepared” or “well prepared” across the following categories: Planning, Instruction, Learning Environment, Professional Practices/Responsibilities, Teaching Students with Disabilities, and Teaching Emergent Bilingual. Using advice from Advisory Committees we have focused on increasing the number of OSA’s and short-term credentials to meet the need for more micro-credentials.

President

Diversity, Equity, & Inclusion

The Fall 2022/Spring 2023 semester had 311/280 students (respectively) complete the process (apply, submit documentation, and meet to discuss reasonable accommodations) for accessing accommodations and services. This has increased to reach near pre-pandemic numbers. During the pandemic, we saw a decline in this demographic enrolling and requesting services.

Program Review, Planning, and Assessment

Increase visibility of workforce programs by enhancing curriculum in those programs through the purchase of top-notch cutting edge equipment, such as: a \$53K High Fidelity Pediatric Simulator for Respiratory Care; a \$60K Anatomage Clinical Table for Associate Degree Nursing; and a \$38K PIXY Fractured radiography phantom in 10 different sections and 16 fractures for Radiological Technology.

Institutional Research & Effectiveness

Support the SEM and others on campus in tracking student enrollment in various categories and demographics.

## Other Campus Accomplishments

Instructional Design and Innovation.	Streamline the process to get more Professional Development and Continuing Education courses online.
AEL	As AEL we do have TWC targets. We do work on helping students work on workforce ready skills and helping provide for local workforce needs. We
Human Resources	<p>HR worked with Vice President of Finance &amp; Administration to get support staff and professional staff salaries updated to paying at market rates.</p> <p>HR worked diligently to hire over 504 highly qualified employees (full-time, part-time, and temporary) over the past year.</p> <p>HR planned and assisted with running 12 onboarding weeks for new full-time employees as we welcomed them to the campus.</p> <p>HR provides 12-15 professional developments sessions throughout the year that are relevant to employees concerning the benefits, wellness (financial, mental and physical) and also assisted with classes for employees to further their professional development.</p> <p>Streamlined many of our processes using NeoEd for hiring, onboarding, and now evaluations to improve efficiency and sustainability.</p>
ESEC	We have expanded outreach and collaborated with multiple public service entities within our service region. When invited, met with agency administrators outside our service region to serve their needs and increase sustainable partnerships and enrollment.
Library	I have taken note of feedback from students on issues that they have had while utilizing the library and taken steps to address them as soon as possible; e.g., the computers needed to be updated to automatically clear students' ID credentials upon logging out which I addressed after a patron asked about it.
Instructional Design and Innovation	Podcast – strengthen internal relationships and collaborate with faculty. (Music for podcasts, etc...) Researched and presented on AI developments and issues that affect student work and faculty concerns about cheating. Worked with Claudette Jackson and her team to to develop processes to detect AI written papers.
RSVP	Staff serves on several area boards and committees that benefits our community such as United Way Emergency Food and Shelter, EOAC emergency services, HOTCOG Health and Human Services and other committees that address community needs.
Human Services & Education CREW	<p>Developed multiple new stackable credentials</p> <p>Making a difference in the community is part of the strategic plan. Our team is working to include University Center students into the work we do in order to help them persist as well. We are also building resource lists to assist students in rural counties outside of McLennan County. Spring of 2022 indicated over a thousand students live outside McLennan County.</p>
Continuing Education	Our department has gradually recovered to the point where we are fully staffed and can increase administrative efficiency for our programs. We have been able to identify growth opportunities and expand on them throughout the year, as well as the changes that we have witnessed in the community and their needs, by delivering new

	programs, hiring instructors that cover different categories, and more.
Continuing Education - Community Health	Launched our Certified Patient Care Technician program this past fall. Also, working on launching more programs for our high schools and public classes.
Marketing & Communications	<p>--Increase interactions with local media to increase earned media attention. Description: Invite local media to campus more often and research national trends on increasing media attention to create an earned media plan.</p> <p>--Communicate and partner with local businesses and industry with tuition reimbursement or educational benefit. Description: Meet with partners like Continuing Education/Corporate &amp; Professional Training regarding local businesses and industries with tuition reimbursement programs or those that encourage their employees to get more training or education.</p> <p>--Collaborate with Strategic Enrollment Management Committees and MCC's Adult Education and Literacy department to bridge AEL graduates to MCC's degrees and certificate programs. Description: Continue meeting with the Educational Partnership department to develop and implement plans for marketing and publicity.</p>
Engineering	<p>Emphasize real-world skill development.</p> <p>Prototyping and Design: Continue design projects in Graphics, Statics, and Dynamics.</p> <p>Communication: Encourage participation in Scholar Day. Include classroom presentations where appropriate.</p> <p>Collaboration: Include multiple opportunities throughout the curriculum for students to work on a team.</p> <p>Lifelong Learning: Encourage students to engage in self-directed learning beginning in the Intro class and throughout the curriculum.</p> <p>Professional Responsibility: Emphasize ethical behavior and consistently promote academic integrity.</p>
Library Services	We launched a new 24/7 chat reference service to provide research assistance outside of the library's normal operating hours.
Center for Teaching and Learning	During the 2022-2023 academic school year, our IDI team has developed social media accounts in hopes that it will promote our college and build bridges of communication with faculty. So far, we've reached around 100 followers on Instagram and 30 or so on Facebook. Of course, developing a following takes time, but our department is excited to support our college in that way and we are excited for what is to come. Our IDI department is fully focused on taking care of our faculty. We have provided alternative ways to teach professional development so that it is more accessible to faculty. Most of our classes are now being offered online as well as in person. We update our professional development every year so that it is the most relevant information to provide to faculty.
Office of Institutional Research & Effectiveness	Commenced first steps in the upgrade of Assessment software from Compliance Assist to SPOL to facilitate improved reporting and tracking of all assessment activities (unit level plans, student learning outcomes, and program reviews) across campus in support of enrollment and student success. Began universal program review across campus to insure/support great accountability, transparency, and an on-going culture of continuous improvement.

Student Counseling Center

II. Take care of our people.

--a. Provide a positive and engaging environment where employees are involved, enthusiastic, and committed across the organization.

----I had the wonderful opportunity to participate in the Great Teachers Great Colleges Retreat in the Spring Semester and have found this to be very helpful to support engagement across the MCC campus.

---f. Provide employees with relevant personal and professional development opportunities

----I have had the opportunity to develop and present a professional development course on stress management within veteran populations for the Green Zone PD Certificate. Additionally, I have contributed to self-care sessions made available to MCC faculty and staff.

Supplemental Instruction

AST created a video catalogue of instructor videos to provide as OCR to students who visit our webpage needing asynchronous support.

Visual and Performing Arts

Presented Opera daytime productions for area school children.

Marketing & Communications

- Implemented and continued a Search Engine Optimization and Quality Assurance project for MCC's website (approximately 2,000 pages).

- Increased MCC's website digital certainty index (DCI), which is calculated as an overall score of pointed awarded for accessibility (ADA), quality assurance (pages without broken links and misspellings), and SEO, to 90% with the benchmark for Higher Ed at 80%.

- Overall accessibility score is 93.3% for ADA compliance in Level A & AA for the MCC website, with the benchmark for higher ed at 86%.

- Trained all of MARCOM on graphic design within Canva as we have too much work for one designer to complete.

- With the new web team, the website is visited more than ever before: Calendar Year 2022: 1,695,262 visits, 5,337,082 page views, 736,852 unique visitors Calendar Year 2023 (to May 9, 2023, only): 572,286 visits, 1,827,895 page views, 253,773 unique visitors

- Implemented a new Highlander Highlights campaign on the website and social media

- Continued increase in general and rebranding marketing over the year.

- Focusing on continued improvement for current and new students' communications regarding the enrollment process.

- Developed and in process of unveiling a new design for the website and landing pages that are more student-centric than the previous design.

Continuing Education

I totally believe in the mission of McLennan Community College and our four strategic goals. Help all students succeed at the highest level possible. I do this everyday. I have a wonderful working relationship in all areas at MCC for credit or non-credit areas. I can ask for help with students by person or phone calls and get Excellent help or Advise or send them to the direct areas. I impact the community also by working in the Continuing Education Office for online classes if someone would rather have them or registering face to face for our Community Programs; Corporate Training & Workforce Education; Community Health; and the Highlander Ranch. We offer every

summer the Kid's College with many offerings for Student's of all ages. It is a blessing to register all ages to a wealth of information and we have many repeat students register before the classes are even finished. This is a continuing of being the Best that I can and help in any way that I can on a daily basis.

Health Science-Occupational Therapy Assistant Program

Strategic plan number I and III. Help all students succeed at the highest level possible: The Occupational Therapy Assistant program completed a successful site visit on February 15th, 2023. Feedback was provided on the remarkable work of the Program Director and Academic Fieldwork Coordinator, on the organization and operations of the program. Feedback was also provided from employers who were interviewed by the accreditation team during the site visit, that our students demonstrate professional behavior, excellent critical thinking skills and dependability in the field.

----Strategic plan number III: Impact the community: The class of 2024 will visit Heart is Assisted Living in Speepleville, during three different class session. The students will participate in arts and crafts activities with the residents, complete an activity analysis and provide feedback to the residents on suggestions to prevent work related injuries and increase safety. The students will also provide information on community mobility and safety, to decrease the risk for falls and promote safety within the community and the resident's living environment.

Professional and Organizational Development

2022-25 Strategic Plan II. Take care of our people. a. Provide a positive and engaging environment where employees are involved, enthusiastic, and committed across the organization.

---Programs such as Great Teacher Great College serve to strengthen relationships across campus as well as promote a spirited and happy sense of community on campus. Scholar Day provides a unique opportunity for our staff and faculty to interact with students of all disciplines and to be aware of the projects our students are producing. PD Day provides themed group training where we can all come together to improve our understanding of a mutual challenge. The day also provides some fun interaction and allows employees to mingle and reconnect for a while.

c. Create a welcoming environment on campus for students and the community.

---Our Workplace Spanish (a 7-week PD course) helps employees be more welcoming and understanding of our growing Hispanic population. The classes included in the Emotional Intelligence, ADA, and DEI certificates serve to offer methods of better communication and a greater understanding of our diverse population.

f. Provide employees with relevant personal and professional development opportunities.

----Providing relevant personal and professional development opportunities is literally all that the Professional & Organizational Development (PD) does. PD serves to support our faculty and staff by offering training opportunities as well as social interaction and bonding opportunities. These opportunities strengthen current skills, help to develop new skills, and reinforce the sense of community on campus.

English, LLC Division	Completed a search to hire two new full-time tenure-eligible English faculty in coordination with SACS Liaison Officer input. A better understanding of faculty credentials needed and available will assist in future faculty recruiting.
Science	Offer volunteer opportunities for students, faculty, and staff on and off campus (III. Impact the Community)
Educational Partnerships	This past year the University Center began offering transfer support to all MCC students wishing to transfer to any university in order to earn their Bachelor's degree after completing their Associates at MCC.
Instructional Design and Innovation.	I started developing a monthly video series for the faculty. It consists of short videos that they can watch about different tools, tips and tricks across our Brightspace platform.
AEL	We also work with ESL and ESL professionals on how they can use the degrees they received from their countries.
ESEC	We keep all communication channels open and remain receptive. We make attempts to be creative and open-minded. We listen to and respect ideas to serve our clients and students better. We remain fluid in our efforts to work more efficiently to maximize our efforts and remain cost-efficient.
Library	I have rewritten and created several pieces of documentation from the ground up that act in the interest of making the skills in my position/the positions of those whom I supervise transferrable and accessible. The more people understand how to conduct procedures in our area, the better we can serve our patrons.
Instructional Design and Innovation	Professional development for faculty and staff on many different instructional technology issues. On the McLennan Online website, created linked catalogs for degree plans for fully online, 86-99, and 50-85 percent online degrees. Created and facilitated Faculty Summer Institute PD training focused on High-Impact Practices that will be a focus for faculty next year. We had 28 participants.
RSVP	Before Covid, RSVP was heavily invested in disaster relief and recovery, Veteran crisis intervention and support and Adult Protective Services.
CREW	I think making the community aware of how hard our students are working to get their educations in order to fill open positions for skilled/degreed workers is important. It shows the amazing work that is being done on a daily basis by faculty and staff at MCC. In addition to the impact it has on our community. While I share this information when I'm engaging with community members, it would be great if there was a more effective way to bring this information to the forefront of the community.
Engineering	Provide high-level learning opportunities for proven and motivated students. Continue to offer the international travel study course. Continue to offer research courses. Provide equipment to support student research and enrichment. Encourage these students to apply for competitive REUs and internships. Expand and maintain partnerships with local engineering employers. Continue annual meetings with advisory council and spring mixer. Invite guest speakers and alumni to share insights with students through industry spotlights. Impact state-level efforts in engineering education.

	Continue to protect ACGM courses. Serve on THECB advisory boards as opportunities arise.
Library Services	I regularly communicate via email with my library liaison subject areas to inform them of new services or features.
Center for Teaching and Learning	Personally, I took it upon myself to join the Leadership Plenty Institute. This is a partnership that coincides with the City of Waco and Baylor University. Through this 6 month program, I truly represented the college and expressed the kind of impact we make on the community. After the program ended, I ended up joining their nonprofit alumni board as their Social Marketing Director. We plan on holding future events at MCC to remind alumni of our college's commitment to the community.
Social Science/Anthropology	My focus in teaching anthropology includes sharing resources that help students become responsible global citizens and encouraging them to share these resources with others.
Program Review, Planning, and Assessment	Unify assessment work with in a single software system by moving from Compliance Assist to SPOL--to simplify the work of staff and faculty by putting Unit Level Plans, ACE/SLOs, and Program Reviews in an integrate visual environment that is user friendly, and which provides improved outputs for program and institutional accreditation processes.
Supplemental Instruction	SI is now integrating into INRW as a replacement lab component to provide tailored support in a comfortable environment.
Social and Behavioral Sciences Division (Chair)	Increasing and maintaining the "scholarship" within our subject matter; that's a life long process.
Marketing & Communications	- Continue training faculty & staff in the CMS (website design) and accessibility for the website. - Hosted the NCJAA Women's Softball Tournament at the renovated Highlander's ballpark. Advertised the College and sports information officer planned and scheduled many details for the tournament. - Handled public relations crises to focus on MCC's goals (educating students and enriching their lives and the community's) rather than a few misguided individuals' comments and opinions. - Manage most public information requests. - Served as a public information officer and department for internal and external communications during a crisis.
Continuing Education	A Lady came to my office on a Friday evening before Spring Break and was wanting to contact the RSVP (Retired Senior Volunteer Program) so she could become a Volunteer. I gave her Susan Copeland's information and showed her where the office location was. She came to my office and thanked me for helping her, because she was a volunteer in an area office. She said she was so happy and came to say thank you for the help she received from me to get her started.
Purchasing/Auxiliary Services	Purchasing/Auxiliary Services consists of service departments: Purchasing, P-Card program, Food Service, Event Services, Mailroom, Inventory, and the Copy Center. While our work does not directly point to the named Annual Priorities, we support all departments on campus by providing services and products they need to do their work. I think our contributions are evident but below are a few examples: 1. Purchasing: Issued RFPs and negotiated contracts for Virtual Dissection Anatomy table, Athletic Event Streaming, Choir Study Tour, Mobile Classroom Trailer. Provide guidance for other large campus purchases. Manage Office Depot & Amazon accounts. 2.

Food Service: Provide daily cafeteria and snack bar services for campus; provide concessions for athletic events; provide catering for various campus events and meetings. 3. Event Services: Assist with various campus events; coordinate off-campus catering; manage event space. 4. P-Card program: Provide support for end users including limit adjustments, trouble-shoot card declines, issue new cards, train new card users. 5. Mailroom: manage incoming/outgoing mail; deliver daily mail and packages. 6. Inventory: tag/track new items received and old items being taken out of service; coordinate auction for surplus goods. 7. Copy Center: Produce copy jobs; manage campus copier fleet.

#### Business Programs Division

Goal III: To expand business outreach and partnerships to meet industry needs, the Division is beginning a project with Google and Jobs for the Future. Business and industry partners will be invited to send selected current employees to enroll free of charge into a Google Career Certificate set of courses in Data Analytics, IT Support, IT Automation with Python, Project Management, or Digital Marketing & e-Commerce. The Google Career certificate courses will be embedded into credit courses such as Business Statistics and internship courses to allow students to earn industry recognized credentials as well as college credit. Successful completion of the Google certificates would give students an internationally recognized credential that would qualify them for positions while they continue to work on completing their college coursework.

#### Supplemental Instruction...not sure what dept

I'm not faculty, but I'm a Supplemental Instructor, so I get all the staff/faculty emails. I'm also a FT non-traditional student. I support Professor Ted Robles (shout out!) for his Intro to Social Work class. Bryant is my boss (shout out!). I want to share that we SIs are instrumental to the student supports and student success goals MCC is seeking to accomplish, especially from the instructional level. If a student is supported in a challenging class, they will be more successful and more likely to PASS the first attempt. As a result, student retention will increase because they will believe they have what it takes to be a college graduate. I know it's hard to sometimes visualize how a professor could utilize SIs and this feedback isn't anything you directly asked for, but I think it's so important for faculty in every department to have SIs supporting them. We have had a lot of student success in my class, but also throughout the courses my fellow SIs support. In just my class this semester, I have been able to connect them to several resources: Counseling Center, Research Librarian, Smarthinking within Brightspace, tutoring....just to name a few. This is HUGE because I am supporting an online section, which online students often mistakenly think many resources are not available to them. I am very proud to support Robles as an SI. I just wanted to share from a temp staff how impactful our roles are. We are often the "forgotten" staff, but we work hand in hand with many faculty to help achieve many of the things in this initiative. I just felt like you should hear from one of us and know that we do not take our roles lightly. If you met with all of us in one room, you'd be surprised the passion and wisdom we bring to our peers. I'm excited to be a small part of these initiatives. I really hope MCC continues to VALUE this department and the SIs we have on campus. It's something to be

very proud of as an institution. Lots of research has proven SIs make students more successful as a whole. I'm really proud of the work my peers and I have accomplished this semester. Thanks for your time. - Emily Ardolf

English, LLC Division

Completed annual faculty reviews of all current full-time faculty in English, Speech, and Spanish. Shared and discussed all 2022 grade and student evaluation data individually with each instructor, with names redacted for everyone except the instructor, so every instructor could see how his/her individual ratings compared with the rest of the Division. Mitigating context was provided where relevant; i.e., online vs. F2F courses, dual credit, developmental, etc. This process was important because it added perspective that may inspire faculty to make changes that will improve faculty-student communication, classroom instruction, and student outcomes.

Institutional Research

I designed and conducted a workshop for TAIR (Texas Association for Institutional Researchers) in 2023. It helped the TAIR organization, other college employees who attended the workshop, and myself sharpen my workshop skills. The workshop also could be used to help train future IR employees.